IT IS CLAIMED

1. A method for generating markup information to be displayed on a client computer system, the client system including memory configured to store at least one update file, the at least one update file including keyword information relating to keywords suitable for markup, the method comprising:

analyzing selected context associated with a first document for selected keywords, the first document being displayed on the client system to an end user;

the selected keyword information being provided by an entity other than the end user;

selecting, using the selected keyword information, specific text in the first document to be marked up;

performing, at the client computer system, markup operations on at least a portion of said selected specific text.

2. The method of claim 1 wherein said method is performed locally at the client computer system.

3. The method of claim 1 further comprising:

retrieving the first document from an initial source;

storing said retrieved first document locally at the client system; and

wherein said analyzing is performed on the stored first document in real-time at the client system.

4. The method of claim 1 wherein said analyzing includes performing a fuzzy search for selected keywords in the selected text;

the fuzzy search being implemented such that a match will be found to occur despite lack of an exact match of the selected keywords within the context of the first document.

5. The method of claim 4 wherein the fuzzy search is implemented such that a match will be found to occur if a percentage of the selected keywords identified

in the context of the first document exceeds a predetermined match threshold percentage value.

6. The method of claim 1 wherein the selecting of the specific context is performed locally at the client computer system.

7. The method of claim 1 wherein the markup operations performed on the selected specific context are implemented locally at the client computer system.

8. The method of claim 7 wherein no markup processing of the selected specific context is performed remotely by an external computer system.

9. The method of claim 1 further comprising downloading said keyword information from a remote server system at periodic intervals.

10. The method of claim 1 wherein the markup operations result in marked up document context which has a visual appearance that different than its initial parsed appearance.

11. The method of claim 10 wherein the marked up document context includes a link based on information included in the at least one update file.

12. The method of claim 10 wherein the marked up document context corresponds to keywords selected by a campaign provider.

13. The method of claim 10 wherein the marked up document text corresponds to keywords selected by an advertiser.

14. The method of claim 1 wherein the first document corresponds to a web page retrieved from an information provider's web page.

15. The method of claim 1 wherein the first document corresponds to a frame in a web page retrieved from a web site.

16. The method of claim 1 further comprising displaying at least a portion of the first document to the end user via a browser application.

17. The method of claim 1 further comprising using negative word filtering to exclude markups of selected document text.

18. The method of claim 1 wherein the update file includes at least one negative word limitation specifying a first negative word, and wherein the method further comprises:

searching selected context of the first document for a first keyword;

identifying an occurrence of the first keyword in the document context;

determining whether an occurrence of the first negative word exists within a predetermined proximity to the identified occurrence of the first key word; and

excluding markup of the identified occurrence of the first key word in response to a determination that the first negative word exists within a predetermined proximity to the identified occurrence of the first key word.

19. The method of claim 1 wherein the update file includes restriction information specifying at least one restricted source location; and

wherein the method further comprises excluding markup of context in the first document in response to a determination that the first document is associated with a restricted source.

20. The method of claim 19 wherein the restricted source corresponds to a particular Internet domain name.

21. The method of claim 1 wherein the update file includes restriction information specifying a maximum number of markups per page; and

wherein the method further comprises excluding markup of context in the first document in excess of the maximum number of markups per page restriction.

22. The method of claim 1 wherein the update file includes restriction information specifying a maximum number of markups per repeat keyword; and

wherein the method further comprises excluding markup of repeated keywords identified in the context of the first document in excess of the maximum number of markups per repeat keyword restriction.

23. The method of claim 1 wherein at least one keyword corresponds to a text string which includes multiple words.

24. The method of claim 1 wherein the selection of specific context in the first document to be marked up is based upon predetermined business rules.

25. The method of claim 24 wherein said predetermined business rules includes at least one of the following restrictions:

priority of markup operations performed on identified keywords within context of a document is given to textual-based context;

number of markups per page may not exceed predetermined value MAX_MARKUP;

number of markups per repeat keyword may not exceed predetermined value MAX_REPEAT; and

priority of markup operations performed on identified keywords within context of a document is given to context within relatively largest frames of the document

26. The method of claim 1 further comprising displaying a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to an initial link associated with the first portion of document context; and

wherein the pop-up layer includes information relating to a different link which was not associated with the first portion of document context.

27. The method of claim 1 further comprising displaying a pop-up layer on the client system in response to the user selecting a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to a plurality of different links;

said link information being obtained from information included in the at least one update file.

28. The method of claim 1 further comprising:

logging, on the client system, tracking information;

said tracking information including at least one of the following portions of information:

information relating to impressions displayed on the client system during a specified time interval;

information relating to pop-up layers displayed on the client system during a specified time interval;

information relating to pop-up advertisements displayed on the client system during a specified time interval;

information relating to marked up keywords displayed on the client system during a specified time interval; and

information relating to page views displayed on the client system during a specified time interval; and

information relating to keywords clicked by the end user during a specified time interval.

29. The method of claim 28 further comprising periodically reporting said logged tracking information to a remote server system for analysis and processing.

30. The method of claim 1 further comprising:

gathering, during at least one a predetermined time interval, user click behavior information relating to click behavior patterns of the end user; and

dynamically adjusting the selection of specific context to be marked up based upon analysis of the user click behavior information.

31. The method of claim 30 further comprising:

selecting a relatively smaller amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval exceeds a predetermined threshold value; and

selecting a relatively larger amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval does not exceed the predetermined threshold value.

32. A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein, the computer readable code comprising computer code for implementing the method of claim 1.

33. A method for generating pop-up advertising information to be displayed on a client computer system, the client system including memory configured to store at least one update file, the at least one update file including keyword information relating to a plurality of selected keywords, the method comprising:

analyzing, at the client system, selected context associated with a first document for selected keywords, the first document being displayed on the client system to an end user;

identifying, using the selected keyword information, specific context in the first document; and

displaying a selected pop-up advertisement based on identified context within the first document.

34. The method of claim 33 further comprising selecting the selected pop-up advertisement based on identified context within the first document.

35. The method of claim 34 wherein the selection of the selected pop-up advertisement is not based upon a WEB PAGE associated with the first document.

36. The method of claim 33 wherein the context of the pop-up advertisement is related to the identified context within the first document.

37. The method of claim 33 wherein the identifying of the specific context is performed locally at the client computer system.

38. The method of claim 33 wherein the first document corresponds to a web page retrieved from a web site.

39. The method of claim 33 wherein the first document corresponds to a frame in a web page retrieved from a web site.

40. A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein, the computer readable code comprising computer code for implementing the method of claim 33.

41. A system for generating markup information to be displayed on a client computer system, the system comprising:

at least one processor;

at least one interface configured or designed to provide a communication link to at least one other network device in a data network; and

memory;

said at least one processor being configured to store in said memory a plurality of data structures, including at least one update file comprising keyword information relating to keywords suitable for markup;

the selected keyword information being provided by an entity other than the end user;

the system being configured or designed to analyze selected context associated with a first document for selected keywords, the first document being displayed on the client system to an end user;

the system being further configured or designed to select, using the selected keyword information, specific context in the first document to be marked up;

the system being further configured or designed to implement, at the client computer system, markup operations on at least a portion of said selected specific context.

42. The system of claim 41 being further configured or designed to retrieve the first document from an initial, external source;

the system being further configured or designed to store said retrieved first document locally at the client system; and

wherein said document context analysis is performed on the stored first document in real-time at the client system.

43. The system of claim 41 being further configured or designed to perform a fuzzy search for selected keywords in the selected context;

the fuzzy search being implemented such that a match will be found to occur despite lack of an exact match of the selected keywords within the context of the first document.

44. The system of claim 43 wherein the fuzzy search is implemented such that a match will be found to occur if a percentage of the selected keywords identified

in the context of the first document exceeds a predetermined match threshold percentage value.

45. The system of claim 41 wherein no markup processing of the selected specific context is performed remotely by an external computer system.

46. The system of claim 41 being further configured or designed to download said keyword information from a remote server system at periodic intervals.

47. The system of claim 41 wherein the markup operations result in marked up document context which has a visual appearance that different than its initial parsed appearance.

48. The system of claim 47 wherein the marked up document context includes a link based on information included in the at least one update file.

49. The system of claim 47 wherein the marked up document context corresponds to keywords selected by a campaign provider.

50. The system of claim 47 wherein the marked up document context corresponds to keywords selected by an advertiser.

51. The system of claim 41 wherein the first document corresponds to a web page retrieved from a web site.

52. The system of claim 41 wherein the first document corresponds to a frame in a web page retrieved from a web site.

53. The system of claim 41 being further configured or designed to display at least a portion of the first document to the end user via a browser application.

54. The system of claim 41 being further configured or designed to use negative word filtering to exclude markups of selected document context.

55. The system of claim 41 wherein the update file includes at least one negative word limitation specifying a first negative word, and wherein the system further configured or designed to:

search selected context of the first document for a first keyword;

identify an occurrence of the first keyword in the document context;

determine whether an occurrence of the first negative word exists within a predetermined proximity to the identified occurrence of the first key word; and

exclude markup of the identified occurrence of the first key word in response to a determination that the first negative word exists within a predetermined proximity to the identified occurrence of the first key word.

56. The system of claim 41 wherein the update file includes restriction information specifying at least one restricted source location; and

wherein the system is further configured or designed to exclude markup of context in the first document in response to a determination that the first document is associated with a restricted source.

57. The system of claim 56 wherein the restricted source corresponds to a restricted Internet domain name.

58. The system of claim 41 wherein the update file includes restriction information specifying a maximum number of markups per page; and

wherein the system is further configured or designed to exclude markup of context in the first document in excess of the maximum number of markups per page restriction.

59. The system of claim 41 wherein the update file includes restriction information specifying a maximum number of markups per repeat keyword; and

wherein the system is further configured or designed to exclude markup of repeated keywords identified in the context of the first document in excess of the maximum number of markups per repeat keyword restriction.

60. The system of claim 41 wherein at least one keyword corresponds to a text string which includes multiple words.

61. The system of claim 41 wherein the selection of specific context in the first document to be marked up is based upon predetermined business rules.

62. The system of claim 61 wherein said predetermined business rules includes at least one of the following restrictions:

priority of markup operations performed on identified keywords within context of a document is given to textual-based context;

number of markups per page may not exceed predetermined value MAX_MARKUP;

number of markups per repeat keyword may not exceed predetermined value MAX_REPEAT; and

priority of markup operations performed on identified keywords within context of a document is given to context within relatively largest frames of the document

63. The system of claim 41 being further configured or designed to display a pop-up layer on the client system in response to the user select a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to an initial link associated with the first portion of document context; and

wherein the pop-up layer includes information relating to a different link which was not associated with the first portion of document context.

64. The system of claim 41 being further configured or designed to display a pop-up layer on the client system in response to the user select a marked up portion of a first portion of document context;

wherein the pop-up layer includes information relating to a plurality of different links;

said link information being obtained from information included in the at least one update file.

65. The system of claim 41 being further configured or designed to log, on the client system, tracking information;

said tracking information including at least one of the following portions of information:

information relating to impressions displayed on the client system during a specified time interval;

information relating to pop-up layers displayed on the client system during a specified time interval;

information relating to pop-up advertisements displayed on the client system during a specified time interval;

information relating to marked up keywords displayed on the client system during a specified time interval; and

information relating to page views displayed on the client system during a specified time interval; and

information relating to keywords clicked by the end user during a specified time interval.

66. The system of claim 65 being further configured or designed to periodically report said logged tracking information to a remote server system for analysis and processing.

67. The system of claim 41 being further configured or designed to gather, during at least one a predetermined time interval, user click behavior information relating to click behavior patterns of the end user; and

the system being further configured or designed to dynamically adjust the selection of specific context to be marked up based upon analysis of the user click behavior information.

68. The system of claim 67 being further configured or designed to select a relatively smaller amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval exceeds a predetermined threshold value; and

the system being further configured or designed to select a relatively larger amount of context in the first document to be marked up in response to a determination that a number of clicks implemented by the user during the predetermined time interval does not exceed the predetermined threshold value.

69. A system for generating pop-up advertising information to be displayed on a client computer system, the system comprising:

at least one processor;

at least one interface configured or designed to provide a communication link to at least one other network device in a data network; and

memory;

said at least one processor being configured to store in said memory a plurality of data structures, including at least one update file comprising keyword information relating to keywords suitable for markup;

the selected keyword information being provided by an entity other than the end user;

the system being configured or designed to analyze, at the client system, selected context associated with a first document for selected keywords, the first document being displayed on the client system to an end user;

the system being further configured or designed to identify, using the selected keyword information, specific context in the first document; and

the system being further configured or designed to display a selected pop-up advertisement based on identified context within the first document.

70. The system of claim 69 being further configured or designed to select the selected pop-up advertisement based on identified context within the first document.

71. The system of claim 70 wherein the selection of the selected pop-up advertisement is not based upon a URL associated with the first document.

72. The system of claim 69 wherein the context of the pop-up advertisement is related to the identified context within the first document.

73. The system of claim 69 wherein the first document corresponds to a web page retrieved from a web site.

74. The system of claim 69 wherein the first document corresponds to a frame in a web page retrieved from a web site.